

Press Release  
新聞稿

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### **School of Hotel and Tourism Management & World Travel and Tourism Council Enter into Partnership to Facilitate Sustainable Growth of Travel and Tourism**

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University and the World Travel and Tourism Council (WTTC) have recently signed a Memorandum of Understanding (MOU) to collaborate and work together for the sustainable growth of global travel and tourism.

The World Travel and Tourism Council is a body representing the travel and tourism private sector globally. Its members consist of Chairs, Presidents and Chief Executives of the world's leading, private sector travel and tourism businesses, who bring specialist knowledge to guide government policy and decision-making. The WTTC has been the voice of the industry globally and is committed to raising the awareness of governments and the public of the economic and social significance of the travel and tourism sector.

The collaboration is in keeping with the two parties' common interests in promoting the importance of the sustainable growth of the travel and tourism sector, taking the form of shared information and mutual collaboration. As a Knowledge Partner, the SHTM will provide the WTTC with research data and insight services that will be used by the WTTC team to produce joint research reports or to provide specific industry information for dissemination to the wider WTTC membership. The two organisations will also work together to leverage their respective areas of expertise, to produce insight reports, to provide mutual support for events and conferences such as the WTTC Global Summit and regional events.

“One of the important roles of the SHTM is to feed research findings and other forms of expertise back to its principle base – the industry we serve,” said Professor Kaye Chon, SHTM Dean, Chair Professor and Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management. “This MOU is a further step to strengthen our collaboration, reaffirming the industry's support for us. We look forward to working more closely with our WTTC counterparts in the years to come.”

“We are excited to partner with the SHTM in the Greater China region. We share the same goal to play a leading and positive role in the sustainable growth of the private sector,” said Ms Maribel Rodriguez, SVP of the WTTC.

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#### **About PolyU's School of Hotel and Tourism Management**

For over 40 years, the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Ranked No. 1 in the world in the “Hospitality

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and Tourism Management” category in ShanghaiRanking’s Global Ranking of Academic Subjects 2021 for the fifth consecutive year, placed No. 1 globally in the “Commerce, Management, Tourism and Services” category in the University Ranking by Academic Performance in 2020/2021 for four years in a row, rated No. 1 in the world in the “Hospitality, Leisure, Sport & Tourism” subject area by the CWUR Rankings by Subject 2017, and ranked No. 1 in Asia in the “Hospitality and Leisure Management” subject area in the QS World University Rankings by Subject 2021 for the fifth consecutive year, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

The School is driven by the need to serve its industry and academic communities through the advancement of education and dissemination of knowledge. With a strong international team of over 70 faculty members from diverse cultural backgrounds, the SHTM offers programmes at levels ranging from undergraduate degrees to doctoral degrees. Through Hotel ICON, the School’s groundbreaking teaching and research hotel and a vital aspect of its paradigm-shifting approach to hospitality and tourism education, the SHTM is advancing teaching, learning and research, inspiring a new generation of passionate, pioneering professionals to take their positions as leaders in the hospitality and tourism industry.

Press contact : Ms Pauline Ngan, Senior Marketing Manager  
School of Hotel and Tourism Management

Telephone : (852) 3400 2634

E-mail : [pauline.ngan@polyu.edu.hk](mailto:pauline.ngan@polyu.edu.hk)

Website : <http://shtm.polyu.edu.hk>